

## 1999 Elasticity Sensitivity

	<u>Industry</u>		<u>PM-USA</u>	
<u>Elasticity</u>	<u>99 Takeaway</u>	<u>% Δ</u>	<u>99 Takeaway</u>	<u>% Δ</u>
-0.20	423.7	-8.3%	212.7	-7.1%
-0.25	416.7	-9.8%	209.1	-8.7%
-0.30	409.6	-11.3%	205.6	-10.2%
-0.35	402.6	-12.9%	202.1	-11.7%
-0.40	395.6	-14.4%	198.6	-13.3%
-0.45	388.6	-15.9%	195.0	-14.8%
-0.50	381.6	-17.4%	191.5	-16.3%

Pricing Assumptions:

1999: \$8.25 Mid September

Tentative Working Estimates

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